

# Torrance Sparks South Coast Area

## City's Growth Big Factor In the Overall Progress

The development of Torrance, as pointed out in a recent study conducted by Security First National Bank's research department, has been a major factor in the overall progress made by the South Coast Area.

According to the bank's report, entitled "The Growth and Economic Stature of the South Coast Area of Los Angeles County," Torrance's population boom is one of the most spectacular recorded.

From less than 10,000 persons in 1940, Torrance rose to the fifth largest city in Los Angeles County, with a total of more than 101,000 in 1960.

Its employment picture has been bright, with an estimated labor market of 87,600 as of July, 1962. The city also is the South Coast Area's leading manufacturing center and supports a highly diversified complex of both light and heavy industry.

Another interesting note is that of the 73 manufacturing establishments in the area employing 100 or more persons, 33 are located in Torrance.

Other significant highlights: Approximately 80 percent of the housing units are owner-occupied; average permit value per single dwelling is \$19,900; median family income per year is \$8050, placing the city 12th among the county's 75 cities.

The aforementioned facts are not mere academic subjects with Security Bank. They are economic factors which represent soundness and stability.

Three Security Bank branches currently serve the immediate Torrance area. They include the Torrance branch, 1347 El Prado; 190th and Anza, 5108 190th St.; and 174th and Crenshaw, 17512 S. Crenshaw Blvd.

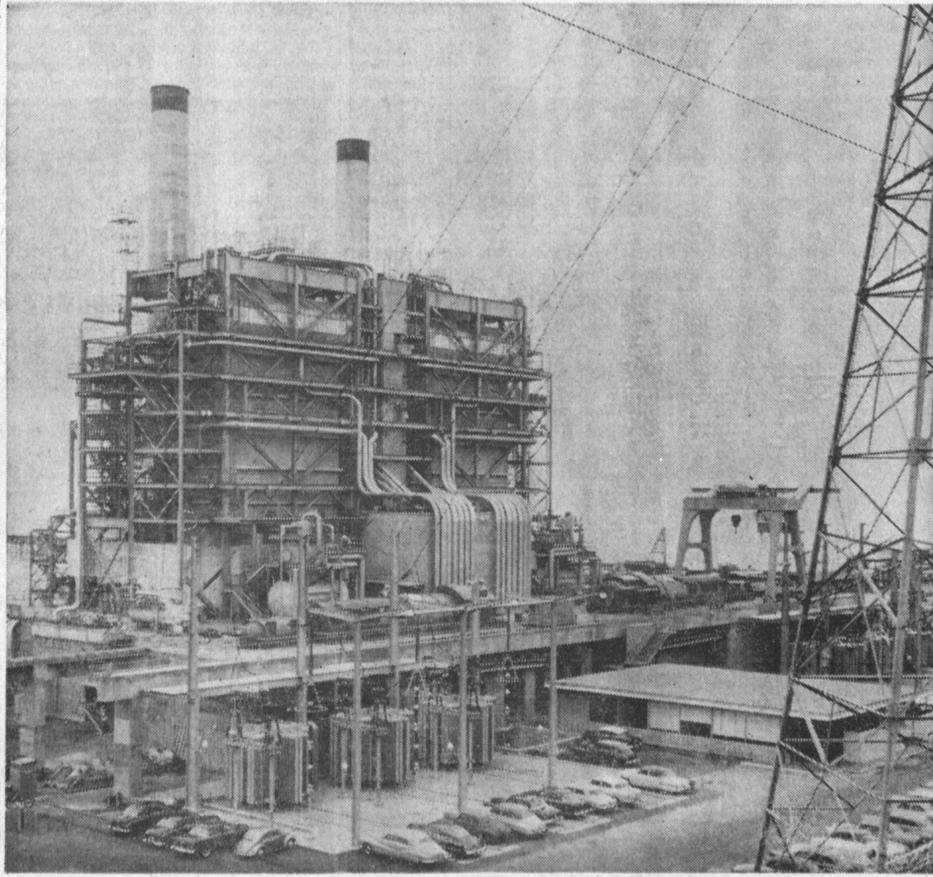
experience total more than 84 years of service with Security.

Being well acquainted with the local business scene, each expressed keen interest and faith in the area's continued growth and prosperity.

"As an integral part of the community, Security Bank is proud of the role it has played in the city's economic development," Atherton said. "We look to the future with optimism and confidence, for, as the area continues to grow, we hope to share its progress."

Pando stated: "Since we are members of the community, it is our endeavor to instill a hometown atmosphere in our daily banking activities. Our efforts are aimed at improving our relationship with our citizens and business firms, for the continued economic well-being of the area is of the utmost importance."

King added: "It is evident that with the increasing tempo of business activity, each day poses new problems. And in order to cope with them Security Bank is constantly creating new methods to improve and extend its services with speed, efficiency and convenience to the customer."



TO MEET AND STAY ahead of the Torrance area's mushrooming demand for electric power, Southern California Edison is adding two new generating units to its nearby El Segundo steam-electric station and to

its Etiwanda station. The company also is planning 395,000 kilowatt nuclear electric plant, twice the size of any now in existence in the U.S.

## Pleasant Voice Replaces Siren's Wail on Phone

Ever dial a telephone number and find yourself "answered" by a siren?

If you have, it was because you dialed a non-existent number. The undulating tone told you that perhaps your finger dialed a "1" instead of a "2," or another combination that didn't register an assigned number.

Pacific Telephone has launched a program to make it easier on your ears if this no-such-number situation occurs again.

R. S. Pyle, the company's manager, said the siren's wail will be replaced by a pleasant, recorded announcement before the end of this year.

The recorded voice will say: "I'm sorry, we are unable to complete your call as dialed. Please check the number and dial again, or ask your operator for assistance. This is a recording."

According to the manager, many telephone users have become confused when

greeted by the siren. "Some have considered reporting their phones out of order, when such was not the case," he pointed out.

Meanwhile, Bell System companies across the nation have eliminated confusing letter and location codes which had no meaning to persons dialing long-distance calls, Pyle said.

For example, a person reaching a busy circuit on a long-distance call might have heard this message:

"This is a recording from location N-352. I'm sorry, your call has been delayed by heavy traffic. Will you try again later, please?"

"I work for the telephone company," the manager said. "And I wouldn't know what the operator meant by location N-352."

Today, a person reaching a busy circuit on a long-distance call will hear: "I'm sorry, all circuits are busy now. Will you try your call again later, please? This is a recording."

## How Marina Federal Began

A merger of Westchester Federal Savings & Loan with Palos Verdes Federal Savings & Loan in 1955 brought about Marina Federal Savings & Loan Assn. in 1956 under Federal Charter and Supervision.

There were five employees under the management of Russell C. Chase, now president and chairman of the Board and Mary Arabian, executive vice president. From a beginning \$200,000 capitalization the association has grown at a pace unusual even in fast-expanding Southern California, increasing in assets to \$53,526,579.80 as of Dec. 31, 1962.

Marina Federal received approval for branches, first in Torrance, then Lawndale and recently in La Tijera-Ladera Heights. This office alone attracted more than \$1,000,000 in new savings

funds in less than three months. Marina Federal now employs more than fifty people.



RUSSEL C. CHASE

## FMA's Growth Began in Small Office

In the few years since its founding, FMA has grown from a small group in a one-room office to a substantial corporation whose activities spread from El Segundo to Brussels, Belgium, the home of its most recent affiliate.

One reason for this growth has been the increasing interest throughout industry

and government in the problems posed by the huge volume of information being generated every day. FMA's FileSearch system help to solve these problems by automatically storing and retrieving information.

The company was founded by the three men whose initials now identify it —

George Fenn, Robert McPherson, and William Arsenault. Early in its career FMA's work attracted the attention of Paine, Webber, Jackson and Curtis, and Laurance Rockefeller and Associates. Those two groups provided initial financing for the firm.

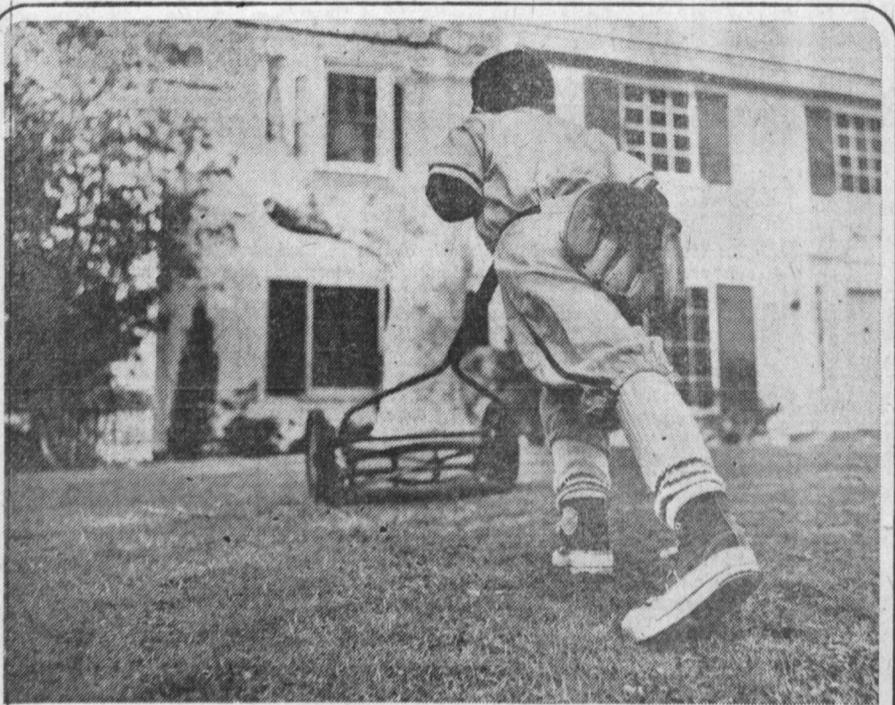
Today FMA is one of the

country's leading firms in the field of information technology. Its FileSearch system was the first privately developed information storage and retrieval system to be operational in the United States.

One of the systems is installed at the Bureau of Ships in Washington, D.C. There, thousands of documents are fed into the FileSearch system every day. Contracts, directives, letters

— in fact all correspondence of record value concerning the development, operation, or maintenance of the United States Fleet—go through the FileSearch system.

The system stores the information in machine-retrievable form, then rapidly delivers answers to questions asked of it. In a minute FileSearch can whisk through more than a dozen 500-page books, find a requested page.



### WHAT NEW WONDER WILL MOW THIS LITTLE LEAGUER'S LAWN ...in the all-electric future?

As every American boy, old or young, knows—baseball is not the only national pastime. The sand-lot and the stadium have to wait when the grass is growing. By the time this young man is raising his own team, he'll be able to cut his lawn with an ultrasonic bladeless mower—by remote control. He can just sit back and "coach" it around the yard by talking into a microphone!

While the electric industry is pioneering tomorrow's work-saving appliances, it is also continuing to lead the research to find new sources of electricity. And logically so. Electricity is our business.

In the future, you'll be hearing more from Edison about new ways of producing electricity from such things as nuclear energy, fuel cells, thermionic conversion and other developments in research.

Edison's promise is this: as new ideas in modern electric living come along, we'll continue to bring you the abundant, low cost electricity you'll need to enjoy them.

THE NEW IDEAS IN LIVING ARE ALL-ELECTRIC



Southern California Edison

## Every day

Pacific Telephone puts more than a million dollars to work on construction in California

... helping create thousands of jobs throughout the State. To meet California's growing telephone needs, this program has grown larger year after year (1962 total: \$372 million. Planned for 1963: \$412 million). Yet phone rates in California are still among the lowest in the country.

